

1622-DM
RM
3 24
5 25
6 27
7 28
8 29
20
21
22
23

February 16, 1996

1623-DM
RM
2 29
3 30
9
20
22
24
26
27
28

RJ Reynolds
Tobacco Company

Bruce?

cc: Judy
Cook

c/m: 2-23-96

To: Jim Piscitelli Dave Cunningham
Paul Letourneau Jack Geeting (6000)
Lori MacWilliams Jim Morris (1340)
Curt Moser Dennis Bellinger (6742)
Tony Varde, Jr. Mark Goodman (1310)
B. A. Cook (1642) Steve MacLeod (1610)
Neal McCleary (1844) Tim Gillispie (1810)

Subject: Carolina Gold 2nd Quarter 1996 Promotions

Attached, please find the following information regarding 2nd quarter 1996 Carolina Gold promotions:

- Promotional allocations by Direct Account
- Promotion Display Loads
- Updated Chain Lists

KAM's with chains involved in our Carolina Gold test program must forward signed authorizations for each promotion to the appropriate RJR manager with Direct Account responsibility.

The manager's with Direct Account responsibility should then utilize the signed authorizations and the attached chain lists to schedule promotion shipments with the Direct Accounts.

We will handle allocation transfers to the respective Regions. ROM's will need to ensure premiums are shipped to the appropriate D/A's and that product is ordered.

Thank you in advance for your assistance with this program.

Sincerely,

Colin Uffindell

Colin Uffindell

Region Business Manager

Cc: R. Mittica, L. Heath, Michael Corcoran

1626-DM
RM
1 24
2 25
3 26
4 27
5 28
6 29
7 30
20
21
22
23

1636-DM
RM
4
7
8
21
22
24
25
26
27
29

1638-DM
RM
5
21
22
23
24
27
29

51861 9764

Carolina Gold Promotional Information - Pittsburgh
Second Quarter 1996

	June B2GF Sunglasses
Promotion #	600643
DTS	6/3/96
Allocations Available for Viewing	2/14/96
Total SKUs or Cases Allocated	600 SKUs Sunglasses
First Order Date	Immediately
First Ship Date	4/22/96
Brand UPC Codes	N/A
H-H/Poquet Reporting	C.GOLD SUNGLASS (5/27/96-7/26/96)
Prem. UPC Codes	12300-70504 (2 Pks)
POS/Premium	
Item #	#507314 Sunglasses Each SKU contains: 40 Premiums Packaged with Name Generation Insert, 1 Promotion - Specific Counter Display, 1 Tent Card, 1 Dump Bin Riser Card
SKU Packing	40/Sunglasses
Recommended Promotional Display	*Use Preprinted Display Packed with Premiums
Offers Per Call	40

51861 9765

Carolina Gold

1996 Second Quarter Promotions Display Load

Buy 2 Packs, Get Free Sunglasses: Item #507314

<u>Brand Style:</u>	<u># Offers:</u>	<u># Cartons:</u>
FF	15	3
LT	15	3
FFM	10	2

- Shipper is a self contained display
- Direct Accounts will pack and ship promotion (VAP) and will receive \$28.00/case for packing and shipping.
- Promotion to be shipped to retail the week of 06/10/96

51861 9766

Carolina Gold Promotions: 2Q 1996

June B2GF Sunglasses

Direct Account	Chain(s)	# Stores	Product Needed			# Displays (Item #507314)	# Transferred From 1710:
			FF	LT	FFM		
McLane NE	A-Plus	71	14	14	10	71	126
	Country Fair	55				55	
J. F. Walker	BP America	44	5	5	3	44	44
CPS	K-Mart	43	5	5	3	43	43
L.F. Widmann	L. F. Widmann	24	3	3	2	24	
Penn Traffic	Riverside/Bi-Lo	72	8	8	5	72	
Fleming of Altoona	Sheetz	97	24	24	16	232	
	Uni-Mart	135					
A. J. Silberman	Pittsburgh Dist.	6	1	1	1	6	
Liberty USA	Spee-D Mart	12	3	3	2	12	
	A-Plus	14				14	
Totals:	11 Chains	573	63	63	42	573	213

Note: L. Heath, please have remaining 29 displays sent to ROU 1710.